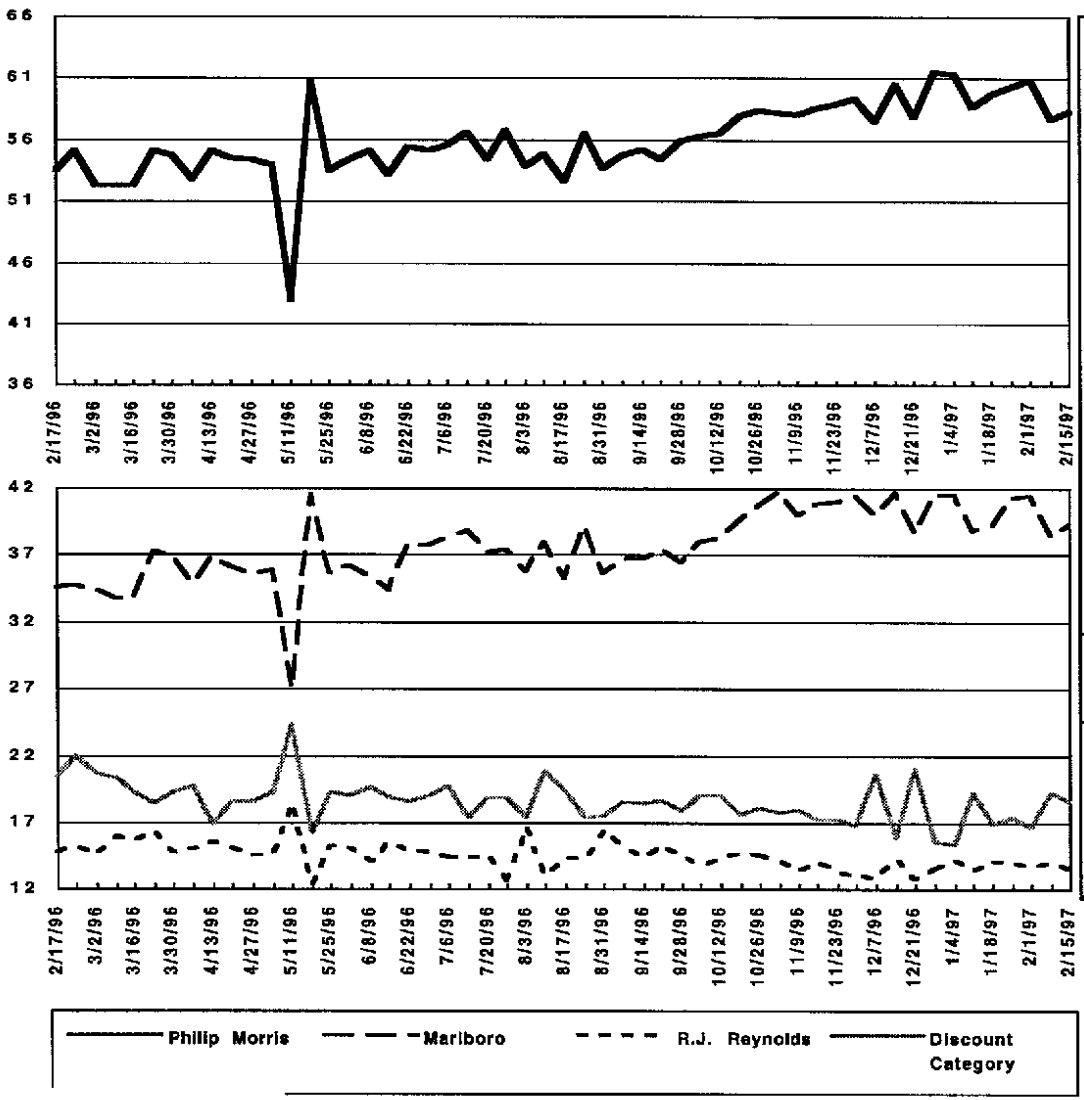
RALPH'S
THROUGH W/E 2/15/97



	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	57.92	59.44	55.06	59.64	-4.57
Marlboro	39.38	40.32	36.84	40.01	-3.16
OPB	16.99	17.66	16.48	18.13	-1.65
Basic	1.56	1.46	1.64	1.5	0.14
R. J. Reynolds	14.08	13.58	14.65	13.84	0.81
Camel	4.82	4.65	4.74	4.76	-0.02
Winston	3.02	2.88	3.44	2.93	0.51
Doral	0.78	0.74	0.84	0.75	0.09
B&W	9.28	8.59	10.01	8.45	1.56
GPC	1.48	1.44	1.4	1.48	-0.08
Lorillard	4.02	3.71	4.63	3.73	0.89
Newport	2.1	2.08	2.06	2.14	-0.08
Liggett Group	14.69	14.68	15.65	14.34	1.32
Premium	82.09	82.27	80.94	82.45	-1.51
Private Label	14.06	14.04	15.05	13.71	1.34
Avg Ind CPW	197.6	190.6	204.7	183.7	21
Avg PM CPW	114.5	113.3	112.7	109.6	3.16
Avg Marl CPW	77.8	76.84	75.41	73.49	1.92
# of Stores	235	235	236	234	2

Source: STARS Store Level Database

2071843440

Source: https://www.industrydocuments.ucsf.edu/docs/jnnm0004